

Colour

In the Play+ ecosystem, color is a primary method of communication. It is engineered to be intuitive and accessible while creating a distinct and engaging brand experience. This system is designed to provide clarity, guide user attention, and build a consistent visual language across all platforms.

Core Color Principles

Our approach is guided by four principles to ensure consistency, usability, and expressive brand articulation.

Principle	Design Guideline	Developer Implementation
Systematic	Use a token-based system for all colors. Avoid raw hex codes.	Reference only tokens (e.g., <code>`\$color-background-surface`</code>) to enable system-wide theme changes.
Accessible	All text/UI color combinations must meet WCAG 2.2 AA contrast standards by default.	Use pre-validated token pairs. Automate checks in CI/CD pipelines using tools like Axe.
Intentional	Apply color purposefully to guide the user and reinforce hierarchy.	Link functional tokens to logic/state (e.g., focus, error, success).
Expressive	Use brand colors strategically to inject personality and create memorability.	Apply accents/gradients to impactful moments like hero areas or success messages.

The Core Palette

The selection of our core palette was informed by a brand strategy session focused on amplifying our Engaging and Distinct pillars.

The result was the "Kinetic Flow" direction—a concept built around vibrancy and momentum. This led to the adoption of a more expressive palette that supports a dynamic and modern user experience while being anchored by a robust, accessible foundation.

Principle	Color	Description	Token	Light	Dark
Primary	Pink	Used for key actions, links, highlights, and active states	`\$color-primary-default`	`#E91E63`	`#ED4B82`
Secondary	Purple	Used for secondary actions, illustrations, and accents	`\$color-secondary-default`	`#9C27B0`	`#BD6ECA`
Tertiary	Deep Purple	Used for layout variety and tertiary-level UI	`\$color-tertiary-default`	`#673AB7`	`#8561C5`

Semantic Colors

For conveying statuses like success, warning, and error. Must be used with icons or text.

Use Case	Token	Light	Dark
Success	`\$color-feedback-success`	`#4CAF50`	`#81C784`
Error	`\$color-feedback-error`	`#F44336`	`#E57373`
Warning	`\$color-feedback-warning`	`#FF9800`	`#FFB74D`

Use Case	Token	Light	Dark
Info	`\$color-feedback-info`	`#2196F3`	`#64B5F6`

Usage Examples

Neutrals

Base colors for background, surface, borders, and text.

Role	Token	Light	Dark
Primary Text	`\$color-text-primary`	`#6B7280`	`#D1D3D8`
Surface	`\$color-background-surface`	`#FFFFFF`	`#2D3036`
Border	`\$color-border-default`	`#BBBEC5`	`#4C515B`

Usage Examples

Color Scales for Systematic Theming

To support consistent theming across light and dark modes, each core color follows a 0–900 tonal scale. These scales allow us to generate meaningful variants for hover, disabled, background, and text states.

Examples

Light Button States

Normal → Hover → Active

Primary Palette Persona Variations

To demonstrate our Metamorphic soul, we support theme variations aligned to different user personas.

Persona 1: The Creator

Bold, expressive, high impact

Color	Token	Light	Dark
Rose	`\$color-primary-default`	`#FA709A`	`#FBADAE`
Marigold	`\$color-primary-hover`	`#FEE140`	`#FEE765`
Soft Pink	`\$color-primary-active`	`#FDB5C8`	`#FDC4D3`

Persona 2: The Analyst

Professional, precise, trustworthy

Role	Token	Light	Dark
Base	`\$color-primary-default`	`#007AFF`	`#339DFF`
Hover	`\$color-primary-hover`	`#0062CC`	`#66B8FF`
Active	`\$color-primary-active`	`#004C99`	`#8CCBFF`

Persona 3: The Minimalist

Calm, focused, understated

Role	Token	Light	Dark
Base	`\$color-primary-default`	`#228B22`	`#3CB371`
Hover	`\$color-primary-hover`	`#1A691A`	`#66C28A`

Role	Token	Light	Dark
Active	`\$color-primary-active`	`#124712`	`#8FD1A8`

Gradient Usage: The Science of Smooth Color

Gradients represent our brand's Fluid soul. Well-crafted gradients feel seamless, natural, and immersive.

Best Practices

Bold, expressive, High impact

Application & Implementation

Theming & the 'Metamorphic' Soul

State Changes

State	Light Mode	Dark Mode
Hover	10% darker	10% lighter
Active	20% darker	20% lighter
Disabled	Neutral color @ 40% opacity	Same

Accessibility

Guidance for Customization

Guardrails

Color in Motion

Motion paired with color can guide, reassure, or delight. Use subtle color transitions to communicate system state changes or reinforce engagement.

Motion Use	Example
On Hover	Fade-in with slight tint change
On Load	Accent color streak or shimmer
On Success	Color pulse combined with checkmark

Final Notes & Next Steps

Color is more than aesthetic—it's semantic, strategic, and sensorial. In the Play+ system, we use color not only to create clarity and cohesion but also to evoke emotion and drive action. When applied with precision and intent, color becomes a silent interface—guiding, informing, delighting.

This guide is not just a rulebook—it's a living contract between your brand and your users. Use it to create immersive, inclusive, and unmistakably Play+ experiences.